

# THE USHBC BLUESPAPER

## News and Marketing Program Updates from the U.S. Highbush Blueberry Council June 2010

### **BLUEBERRY INDUSTRY SADDENED BY THE LOSS OF DR. JIM JOSEPH**

We are very sad to announce the passing on June 1 of Dr. Jim Joseph, known to many in our industry as “Dr. Blueberry”, a pioneer in age related health research who has helped expand the awareness of the healthfulness of blueberries both here at home and abroad. Dr. Joseph has directed numerous health research projects for the USHBC over the years and he will be greatly missed by the many friends he has gathered throughout the blueberry industry.

Dr. Joseph received his Ph.D. in Behavioral Neuroscience from the University of South Carolina in 1976 and has been the lead scientist and the Director of the Neuroscience Laboratory of the USDA Human Nutrition Research Center on Aging at Tufts University in Boston since 1993. He is the author or co-author of 260 scientific publications and has received numerous awards and honors ranging from the Sandoz Award in Gerontology and the Stephanie Overstreet Award in Alzheimer Research from the Alzheimer Foundation to the 2007 North Atlantic Area USDA Agricultural Research Service Scientist of the Year Award and the Alex Wetherbee Award from the North American Blueberry Council (NABC) for his tremendous contributions to the blueberry industry.

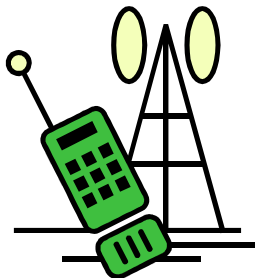
His book, *The Color Code*, which is concerned with the health benefits of colorful fruits and vegetables, has been translated into five languages and is playing an important role in helping to change the diets of many people in the United States and other countries. Numerous nutrition programs promoting a “colorful” diet such as *5-A-Day the Color Way* have utilized this book in advocating a “healthier diet”. His efforts at the USDA Human Research Center focused on examining the relationship of nutrition to the aging process throughout adult life and to determine dietary needs of people who are already elderly. He devoted his career to studying the mechanisms involved in age-related neuronal losses and the subsequent deficits in motor and cognitive behavior.

Dr. Joseph was truly a leader in his field and his vision, knowledge, dedication, humor and friendship will always be fondly remembered.

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### **INDUSTRY MEMBER ASSISTANCE NEEDED TO LAUNCH BLUEBERRY ALERT SYSTEM**

Attention all blueberry growers, handlers and marketers, we need your help in launching an alert system to help keep the blueberry industry informed on food safety, pesticide, labor or any other issues.



In order for you to take part in the alert system and to receive industry updates we need blueberry growers, handlers

and marketers to provide their contact information. To do so please choose from the following options:

#### **OPTION #1: Ask the USHBC for assistance.**

Send your e-mail address to JoDee Gowan at the USHBC office ([jgowan@blueberry.org](mailto:jgowan@blueberry.org); (916) 983-0111). Once she has your e-mail address, you will be sent the link to the alert system web site and you can register to receive industry alerts.

#### **OPTION #2: Sign up on your own.**

Visit the alert system website at the following address <http://blueberrycouncil.org/members/amerilert-tools/?type=signup> and follow the signup instructions.

Once you sign up, you will be sent to the *Amerilert* website where you can provide additional information on how you wish to be contacted in the event of an industry issue. You can choose from options like text messages, phone calls or e-mails.

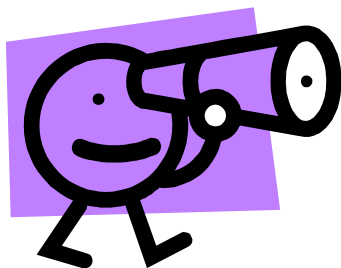
If at any point you have a question concerning the USHBC alert system, please call the USHBC office at (916) 983-0111.

## **MARK YOUR CALENDAR: 2010 NATIONAL BLUEBERRY EXPO OPENS OCTOBER 12, 2010**

The 2010 National Blueberry Conference and Expo is scheduled for October 12 to October 15, 2010 at the convention center at the Amway Grand Plaza Hotel in Grand Rapids, Michigan. This year's conference and expo is being held in conjunction with the NABC and USHBC meetings scheduled at the same location that week. The Expo will open at 1:00pm on Tuesday October 12. More details and schedules will be posted in upcoming editions of *The Bluespaper*.

## **USHBC SCHEDULED TO CONDUCT PROGRAM EVALUATION**

As required by the USDA, the USHBC will be conducting a program evaluation this year. Evaluations are required every five years and the current USHBC



evaluation will cover activities conducted during the five year period from 2005 to 2009.

The purpose of the evaluation will be to determine the domestic market impacts of USHBC programs and compute a benefit-cost ratio (rate of return) for the promotion activities conducted by the Council. The evaluation research will examine whether the USHBC domestic blueberry promotion activities have had a positive and statistically significant impact on domestic blueberry shipments and on grower profits. The impacts of all factors affecting domestic blueberry demand for which data are available will be measured. The value of the extra sales generated by USHBC marketing activities will also be estimated. These benefits to blueberry growers and handlers will be compared with the costs associated with the USHBC.

The independent evaluation will be conducted by Dr. Harry Kaiser who is a Professor of Applied Economics and Management at Cornell University. Dr. Kaiser is a nationally known expert in the economics of generic advertising and promotional programs and conducted the previous USHBC evaluation in 2005. Results from this second USHBC evaluation will be compared to previous evaluation scores from 2005.

The econometric study quantifies economic relationships using economic theory and statistical procedures. The study accounts for the impact of a variety of factors affecting the demand for a commodity including the price of blueberries, price of competing commodities, population, consumer income, consumer tastes and preferences, and generic marketing expenditures. Data from 1979 to 2009 will be used in the study which will take approximately two months to complete. A final report is expected by this August.

## **USHBC MEETING SCHEDULE**

### **2010 USHBC Fall Meeting Grand Rapids, Michigan**

Wednesday, October 13 to Friday, October 15, 2010  
Amway Grand Plaza Hotel- Grand Rapids, Michigan  
Phone (616) 774-2000

### **2011 USHBC Spring Meeting Dallas, Texas**

Wednesday, March 2 to Friday, March 4, 2011  
Hotel: TBD

### **2011 USHBC Fall Meeting Atlantic City, New Jersey**

Wednesday, October 5 to Friday, October 7, 2011  
Hotel: TBD

### **2012 USHBC Spring Meeting San Francisco, California**

Wednesday, February 29 to Friday, March 2, 2012  
Hotel: TBD



*The USHBC Bluespaper* is published by the U.S. Highbush Blueberry Council; 80 Iron Point Circle, Suite 114; Folsom, California 95630. Phone (916) 983-0111; Fax (916) 983-9022; Web Site: [www.blueberry.org](http://www.blueberry.org).

The USHBC has adopted a diversity outreach plan to attempt to achieve a diverse representation on the Council. USHBC programs and meetings are open to all individuals. The USHBC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, genetic information, parental status and marital or family status. The USHBC fully complies with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances and regulations, including, but not limited to Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act of 1990; the Age Discrimination in Employment Act of 1967; and the Equal Pay Act of 1963. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USHBC office at (916) 983-0111. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington D.C. 20250-9410 or call 800-795-3272 (voice) or 202-720-6382 (TDD).